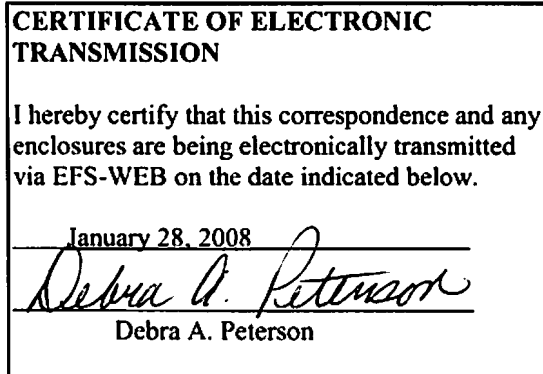


PATENT – AMENDMENT AFTER FINAL
Examining Group: 2625

In re application of: Eric L. Barsness et al. : Confirmation No. 6557
Group Art Unit: 2625 : IBM Corporation
Examiner: Mark R. Milia : Intellectual Property Law
Serial No.: 10/624,852 : Dept. 917, Bldg. 006-1
Filed: July 22, 2003 : 3605 Highway 52 North
Title: APPARATUS AND METHOD TO : Rochester, MN 55901
ADVERTISE TO THE CONSUMER
BASED OFF A DIGITAL IMAGE

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:



RESPONSE UNDER 37 CFR 1.116

This response addresses the issues raised in the Final Office Action mailed November 1, 2007, having a period for response set to expire on February 1, 2008. The following amendments and remarks are respectfully submitted.

Claims are reflected in the listing of claims which begin on page 2 of this paper.

Remarks begin on page 6.

Conclusion begins on page 9.